II. AMENDMENTS TO THE CLAIMS:

The following listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A system for developing a website, comprising:

a content system for providing content for web pages of the website, wherein the web pages have defined categories into which the content is arranged;

a site diagram system for dynamically defining and depicting a relationship between the web pages;

a calendar system for defining a calendar within the website;

a breadcrumb system for inserting breadcrumb code into the web pages; and

a feedback system for defining a feedback mechanism for receiving and tracking feedback related to the website,

wherein the content, the relationship, the calendar, the breadcrumb code, and the feedback mechanism of the website is are adapted to be developed by a creator that has no knowledge of web-based programming.

2. (Currently Amended) The system of claim 1, further comprising:

a category system for defining the categories and assigning creator groups thereto, wherein the content for the categories can be defined only by the assigned creator groups;

a record system for tracking changes to the content; and

a metric system for tracking access to the web pages,

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wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content.

3. (Original)   The system of claim 1, further comprising:

a subscription system for subscribing to the website and for generating an alert to subscribers when new content is posted on the website;

a currency system for generating a reminder to update the content; and

an information system for generating a list of new content that is posted to the website.

4. (Previously Presented) The system of claim 1, further comprising:

a side bar system for defining a side bar of information;

a link system for defining links within the content;

a view system for generating a list of current content and corresponding links, based on at least one predetermined criterion; and

a template system for defining a template for the web pages.

5. (Original)   The system of claim 1, further comprising:

a role system for defining roles of creators of the website;

a promotion system for defining a promotion schedule for content to be posted on the web pages; and

a removal system for defining whether the content is hidden, deleted or archived.

6. (Original)   The system of claim 1, further comprising a loading system for converting the content from a non-HTML format into an HTML format and for loading the web pages onto a web server.

7. (Original)   The system of claim 1, wherein the breadcrumb code allows a reader of the website to view a list of web page links corresponding to web pages of the website visited by the reader, and further allows the reader to select a particular link on the list to return to the corresponding web page.

8. (Original)   The system of claim 1, wherein the site diagram system depicts the relationship as links on the website.

9. (Currently Amended) A system for developing a website, comprising:

    a content system for providing content for web pages of the website;

    a category system for defining categories for the web pages and for assigning creator groups thereto, wherein the content for the categories can be defined only by the assigned creator groups;

    a site diagram system for dynamically defining and depicting a hierarchical relationship between the web pages;

    a breadcrumb system for inserting breadcrumb code into the web pages; and

    a feedback system for defining a feedback mechanism for receiving and tracking feedback related to the website,

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wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content,

wherein the content, the relationship, the calendar, the breadcrumb code, and the feedback mechanism of the website is are adapted to be developed by a creator that has no knowledge of web-based programming.

10. (Original) The system of claim 9, wherein the content is defined in a non-HTML format and is converted to an HTML format by a loading system.

11. (Original) The system of claim 10, wherein the loading system further loads the web pages onto a web server.

12. (Original) The system of claim 9, further comprising:

 a calendar system for defining a calendar within the website;

 a record system for tracking changes to the content; and

 a metric system for tracking access to the web pages.

13. (Original) The system of claim 12, further comprising:

 a subscription system for subscribing to the website and for generating an alert to subscribers when new content is posted on the website;

 a currency system for generating a reminder to update the content; and

an information system for generating a list of new content that is posted to the website.

14. (Previously Presented) The system of claim 13, further comprising:

a side bar system for defining a side bar of information;

a link system for defining links within the content;

a view system for generating a list of current content and corresponding links, based on at least one predetermined criterion; and

a template system for defining a template for the web pages.

15. (Original) The system of claim 14, further comprising:

a role system for defining roles of creators of the website;

a promotion system for defining a promotion schedule for content to be posted on the web pages; and

a removal system for defining whether the content is hidden, archived or deleted.

16. (Currently Amended) A method for developing a website, comprising the steps of:

defining categories for web pages of the web site;

assigning a creator group to each of the categories;

providing content in a non-HTML format, and arranging the provided content into the categories;

defining and depicting a hierarchical relationship between the web pages;

inserting breadcrumb code into the web pages; and

defining a feedback mechanism for receiving and tracking feedback related to the website,

wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content,

wherein the content, the relationship, the calendar, the breadcrumb code, and the feedback mechanism of the website is are adapted to be developed by a creator that has no knowledge of web-based programming.

17. (Original) The method of claim 16, further comprising the steps of:

converting the content into an HTML format; and

loading the web pages onto a web server.

18. (Original) The method of claim 16, further comprising the steps of:

defining a calendar within the website;

tracking changes to the content; and

tracking access to the web pages.

19. (Original) The method of claim 16, further comprising the steps of:

receiving subscriptions to the website and generating an alert to subscribers when new content is posted on the website;

generating a reminder to update the content; and

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generating a list of new content that is posted to the website.

20. (Previously Presented) The method of claim 16, further comprising the steps of:

defining a side bar of information;

defining links within the content;

generating a list of current content and corresponding links, based on at least one

predetermined criterion; and

defining a template for the web pages.

21. (Original) The method of claim 16, further comprising:

defining roles of creators of the website;

defining a promotion schedule for the content to be posted on the web pages; and

defining whether the content is hidden, deleted or archived

22. (Currently Amended) A program product stored on a recordable medium for developing a

website, which when executed comprises:

program code for providing content for web pages of the website, wherein the web pages

have defined categories into which the content is arranged;

program code for defining and depicting a hierarchical relationship between the web

pages;

program code for defining a calendar within the website;

program code for inserting breadcrumb code into the web pages; and

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program code for <u>defining a feedback mechanism for</u> receiving and tracking feedback

related to the website,

wherein <u>the content, the relationship, the calendar, the breadcrumb code, and the</u>

<u>feedback mechanism of</u> the website ~~is~~ <u>are</u> adapted to be developed by a creator that has no

knowledge of web-based programming.

23. (Currently Amended) The program product of claim 22, further comprising:

program code system for defining the categories and assigning creator groups thereto,

wherein the content for the categories can be defined only by the assigned creator groups;

program code for tracking changes to the content; and

program code for tracking access to the web pages,

wherein the creator groups include creators chosen from the group consisting of: authors

<u>who prepare the content for posting to the website,</u> editors <u>who edit the content submitted by the</u>

<u>authors</u> and administrators <u>who approve the content.</u>

24. (Original) The program product of claim 22, further comprising:

program code for subscribing to the website and for generating an alert to subscribers

when new content is posted on the website;

program code for generating a reminder to update the content; and

program code for generating a list of new content that is posted to the website.

25. (Previously Presented) The program product of claim 22, further comprising:

program code for defining a side bar of information;

program code for defining links within the content;

a program code for generating a list of current content and corresponding links, based on

at least one predetermined criterion; and

program code for defining a template for the web pages.

26. (Original) The program product of claim 22, further comprising:

program code for defining roles of creators of the website;

program code for defining a promotion schedule for content to be posted on the web

pages; and

program code for defining whether the content is hidden, deleted or archived.

27. (Original) The program product of claim 22, further comprising program code for converting

the content from a non-HTML format into an HTML format and for loading the web pages onto

a web server.

28. (Original) The program product of claim 22, wherein the breadcrumb code allows a reader of

the website to view a list of web page links corresponding to web pages of the website visited by

the reader, and further allows the reader to select a particular link on the list to return to the

corresponding web page.

29. (Currently Amended) A system for developing a website, comprising:

a category system for defining via a graphical user interface a plurality of categories for web pages in the website, each category being based on an information type of content stored on the website, and for assigning creator groups to each category, wherein the generation of content is controlled to allow only the creator groups assigned to a particular category to create and update content for the particular category;

a breadcrumb system for allowing a creator to insert breadcrumb code into the website, the breadcrumb code for dynamically defining and depicting a site diagram, the site diagram being a hierarchical relationship between the web pages in the web site, through link documents that point to a web page in the hierarchy to allow a reader to see all visited web pages and to return to a particular page by selecting a corresponding link;

a record system for keeping track of changes to the website made by creators in the creator groups;

a calendar system for allowing creators to define a calendar for posting on the website;

a metric system for tracking access statistics regarding the website;

a feedback system for allowing creators to define feedback code for receiving, tracking and handling feedback for the website;

wherein creators may develop the categories, the content, the creator groups, the breadcrumb code, the hierarchical relationship, the calendar and the feedback code of the website completely free of the need for hypertext markup language (HTML) and other web-based programming skill, and

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wherein creator groups include authors who prepare the content for posting to the

website, editors who edit the content submitted by the authors and administrators who approve

the content.